

Summary of Randomized Controlled Field Trials Particularly Relevant to Farmed Animal Advocacy Leafleting

[Humane League Labs \(2014\): What elements make a vegetarian leaflet more effective?](#)

Intervention Description	Those in the intervention group were provided with one of eight different eight-page printed leaflets about vegetarian eating, modeled after Farm Sanctuary's "Something Better" vegetarian advocacy leaflet. Those in the control group were not provided with a leaflet.
Approach / Methods	This was a randomized controlled trial with eight intervention arms. There were endline and baseline measures of diet. The baseline measurement was in-person and the endline measurement was completed online. The endline measurement was three months after the intervention. The unit of consumption used in the consumption measurements was frequency of consumption, and the recall period was general. The sample was attendees at the Warped music tour.
Question Wording	In a typical week, how many of your meals include...?
Anchors	Can answer from 0 to 15
Food List	Beef or pork, chicken or turkey, fish, eggs
Sample Size / Descriptors	Total sample size of 3,233 at baseline and 577 at endline

[Animal Charity Evaluators \(2013\): 2013 ACE Leafleting Study](#)

Intervention Description	Those in the intervention group received a Vegan Outreach leaflet and those in the control group received a leaflet about animal abuse unrelated to diet.
Approach / Methods	This was a randomized controlled trial with clustering. At one time point, two measures of consumption were made. The unit of consumption used was frequency of consumption. The recall period was previous week for the initial measure and several months ago for the second measure (measures occurred at same timepoint). The sample was from ten colleges from the U.S. and Canada. The measurement of self-reported consumption occurred 7–9 weeks after the intervention.
Question Wording	<p>For "previous week" measure: "Think back to the meals and snacks you have had in the last 7 days. At how many different times did you eat or drink any of the following items, including as part of a mixed dish? (For example, if you only eat fruit for breakfast, regardless of how many fruits you eat, you would report 1 time per day. If you ate spinach lasagna, it would count as a vegetable, a grain and a dairy product.) Please mark one choice for each row."</p> <p>For "several months ago" measure: "Now, think back to the meals and snacks you had in a typical week 3 months ago. At how many different times did you eat or drink any of the following items, including as part of a mixed dish? (For example, if you only ate fruit for breakfast, regardless of how many fruits you ate, you would report 1 time per day. If you ate spinach lasagna, it would count as a vegetable, a grain and a dairy product.) Please mark the best choice for each row with an X."</p>
Anchors	7-point scale: 1 = Never, 2 = Not last week but eat, 3 = 1 to 2 times per week, 4 = 3 to 6 times per week, 5 = 1 to 2 times per day, 6 = 3 to 4 times per day, 7 = 5 or more times per day
Food List	Dairy, red meat, poultry, fish or other seafood, and eggs
Sample Size / Descriptors	123 participants were assigned to the experimental group and 500 were assigned to the control group.

Humane League Labs (2015): Which request creates the most diet change?

Intervention Description	Participants received a leaflet that promoted veg eating. Eight different leaflets were used in the intervention group. Leaflets were identical to each other except for the type of diet change that was encouraged. Some leaflets encouraged “vegan” eating, some encouraged “vegetarian” eating, some encouraged readers to “eat less meat,” and some encouraged readers to “cut out or cut back on” meat and other animal products. The control group was given no leaflet.
Approach / Methods	This was a randomized controlled trial. There were eight treatment arms. Baseline and endline measurements of self-reported consumption were taken. The unit of consumption used in the measurements was frequency of consumption. The recall period was general. The sample was from colleges and follow up was 2–4 months after the intervention.
Question Wording	In a typical week how many of your meals include...? Picture yourself a couple months in the future. In a typical week how many of your meals include...? (This is the wording in the survey downloaded from: < http://www.humaneleaguelabs.org/blog/2015-09-20-which-request-creates-most-diet-change/ > but the write-up and data set suggest a different question is used.)
Anchors	16-point scale with endpoints at 0 meals and at 15+ meals
Food List	Beef or pork, chicken or turkey, fish, eggs, and dairy
Sample Size / Descriptors	1,456 at baseline and 580 at endline. Note that this number of participants is different from HLL's analysis because we decided to drop whole entries if they had a "99" entered as one of their consumption measurements.

Hennessy (2016): The Impact of Information on Animal Product Consumption

Approach / Methods	This was a randomized controlled trial. There was only one intervention group. The unit of consumption used in the self-reported measurements of consumption was frequency. The recall period was the past seven days. The sample was from a U.S. college. Follow-up occurred three weeks to one month later.
Question Wording	On about how many days in the past seven days did you consume dairy products? Only include milk that you drank, ice cream that you ate. Do not include item where you can't always see the dairy part (like a sandwich with a little butter and a cookie made with milk) or items made only from plant sources (such as almond milk). On about how many days in the past seven days did you consume meat? Include chicken, beef, pork, fish, seafood, etc. On about how many days in the past seven days did you consume eggs? Include scrambled eggs, hard-boiled eggs, egg sandwiches, egg salads, and other items where you could see the eggs. Do not include protein shakes that contain eggs, baked goods that contain eggs (like cookies and muffins), or other items where you couldn't see the eggs.
Anchors	8-point scale: 0, 1, 2, 3, 4, 5, 6, 7
Food List	Dairy, meat, and eggs
Sample Size / Descriptors	694 at baseline and 320 at endline

Flens et al (2017): The Effectiveness of Leafleting on Reducing the Consumption of Animal Products in Dutch Students

Intervention Description	The leaflet used was "Maak het Verschil," a Dutch translation of "Compassionate Choices."
Approach / Methods	This was a randomized controlled trial. The measurement of self-reported consumption occurred at one time point. The unit of consumption used was frequency and the recall period was the previous three months. The data were collected from students who participated in a higher professional education (or "Hoog Beroepsonderwijs," in Dutch) in Rotterdam, located in the west of the Netherlands.
Question Wording	Not available. Participants were asked if they changed their consumption in the last three months for 14 food categories.
Anchors	9-point scale, ranging from item response -4 (participants stopped consuming a food category; decrease of 100%) to item response 4 (participants started consuming a food category; increase of 100%). The 7 item responses in between ranged from a decrease of 75% to an increase of 75% (with steps of 25% for each item response).
Food List	Chicken, beef, pork, fish, eggs, dairy, and meat replacers
Sample Size / Descriptors	The total sample size was 252. 52 were in the intervention group and 200 were in the control group.

Animal Equality Spain (2014)

Intervention Description	ACE is unsure which leaflet was used in the intervention.
Approach / Methods	This was a randomized controlled trial. In-person surveys were used. The location of the trial was Madrid, Spain. The date of the study was September 2013 to July 2014. Subjects in the study were students from the University of Complutense (Somosaguas Campus). Baseline and endline measurements were taken. The unit of consumption used was frequency. Follow-up occurred one month after intervention.
Question Wording	Compared to the last year, what would you say has been your amount of consumption in the last month?
Anchors	5-point scale: Never / Once a month / Once a week / Multiple times per week / Every day
Food List (only included animal products)	Chicken, pig, beef, fish, seafood, eggs, and dairy
Sample Size / Descriptors	Sample size of 769 students